



← Bryan  
Hospital patient

# ≡ Your Guide ≡ to Fundraising Success

Together we can make every  
moment count for sick kids



# Thank you for joining us



Thanks to the support of people like you, Sydney Children's Hospital Foundation raises much needed funds for Sydney Children's Hospital, Randwick each year.

There are heaps of ways to get involved, from hosting a fundraiser to taking on a personal challenge.

Your support will help us to ensure that children have access to world-class care whenever they need it. This means not only providing the very best treatment for children today, but also investing in groundbreaking research that will save and change more lives in the future.

More than 69,000 seriously ill and injured children are cared for at Sydney Children's Hospital, Randwick each year. The Hospital's brilliant and dedicated staff deliver expert medical care to children and families, while the brightest medical researchers look for answers and make new discoveries.

## Together we can help sick kids live their healthiest lives

But as our population continues to grow, the demand for our Hospital's services will increase, and more children will need our help.

### **That's why your continued support is vital.**

We need to keep pace with advances in medical technology, and make sure we continue to attract the best and most brilliant clinicians across all fields.

We know there is a challenge ahead, but together we can discover better ways to diagnose, treat or prevent childhood diseases and injuries. Your generosity has an immeasurable impact on families across NSW and beyond. Every dollar raised puts us in a stronger position to help sick kids live their healthiest lives.

Thank you!

# ≡ Get off to a bright start ≡

You've made an incredible first step in deciding to raise vital funds for Sydney Children's Hospital, Randwick. From this point on, the Community Team at Sydney Children's Hospital Foundation will be behind you every step of the way. Whether you need tips on how to organise your fundraiser or have any questions about the small print, we want to ensure you have a wonderful experience while fundraising to help sick kids.



Here's an overview of how to get started:

## 1. Get registered

NSW fundraising regulations state that any fundraising activity must be registered and approved by us beforehand. Please complete and return the application form at [www.schf.org.au/fundraise](http://www.schf.org.au/fundraise), or request an application form via [fundraising@schf.org.au](mailto:fundraising@schf.org.au) or over the phone on **(02) 9382 1188**.



## 2. Get our support

A member of our team will contact you to discuss your event or challenge. If you're looking for inspiration then browse our event ideas on the next page.



## 3. Get the go ahead

Once your fundraising idea has been approved, we will send you an Authority to Fundraise. This states that you have agreed to the relevant fundraising terms and conditions and are an approved fundraiser for Sydney Children's Hospital Foundation.



## 4. Get going

You'll find a range of tips in this guide to help you start planning and fundraising. Use the handy checklist and additional resources we have created so you can enjoy your journey and ensure it's a huge success.

# ≡ Do something that dazzles ≡

When it comes to picking your fundraiser, find something that you love and add a bit of sparkle! If you have a hobby or skill then here's your chance to get your community behind you and turn it into a dazzling fundraising success. Some popular bright ideas from our other fundraisers include:



## Fancy fundraiser: charity lunch, ball or cocktail party

Set up a committee with friends or work colleagues to host a spectacular charity lunch, ball or cocktail party. You'll be surprised how many people and organisations will want to help you raise funds to make a difference for sick kids and their families.



## Trivia event

Invite your friends, family or workmates to buy tickets to a trivia lunch or night to put their knowledge to the test. You can also include trivia games where everyone donates \$5 or \$10 to participate in a game of elimination to pit their knowledge against others and win a special prize.



## Cake stall

Set up a cake stall in your street, workplace or at your church to help raise funds. Ask a small group of friends or workmates to bake goodies to donate to the stall so you can raise funds.

## Sausage sizzle or BBQ

Use the great Aussie tradition and have a sausage sizzle for a donation.

## Dress up (or down) day

Host a fun fancy dress day or mid-week mufti day at your work or school with a donation from students and staff. You could also have Dare Donations where you set a fundraising target to get your boss, managers or principal to come dressed as a certain character or wear a particular item.



## Challenge yourself for change

Set yourself a personal challenge and ask people to sponsor you. Take yourself out of your comfort zone and really challenge yourself so your friends, family and work colleagues will get behind you. You could set up your own coastal trek, complete five (or more) marathons in a year, climb a mountain or complete a triathlon or ultra-marathon of your own design. Or join us for a Team Kids challenge if that's more your pace.



## Host your own Ninja Warrior

Set up a fun obstacle course or physical challenge event at school, work or in your neighbourhood with everyone paying to enter for the chance to win a trophy or special prize. To make it a family-friendly day, you could even create different courses for kids and parents.

## A-thon

Walk-a-thon, spell-a-thon, swim-a-thon, song-a-thon – whatever your interest you can set up an 'a-thon' of your own to help raise funds. Participants are sponsored for the number of units of your chosen a-thon.

## Movie magic

Set up a charity screening of a new movie at your local cinema or host people at your home for a movie night with ticket price to include the movie, popcorn and a choc top.



# ≡ Do something that dazzles ≡



## Give up and give to kids

Set up a challenge to give up your favourite thing for a month – whether it's chocolate, wine, beer, Facebook – and ask friends to sponsor you to help you keep your resolve. If you lapse, agree to a donation penalty. You could also make this a group challenge with friends, neighbours or work mates.



## Collection box

A simple way to help us raise funds is to request one of our branded collection boxes to display in your café, store, reception, club or church to collect donations for us.

## Join Team Kids!



There are a number of Team Kids challenges taking place throughout the year City2Surf, Blackmores Sydney Running Festival, including Sydney Morning Herald Half Marathon and Pedal 4 Kids.

Find out more at  
[www.schf.org.au/team-kids](http://www.schf.org.au/team-kids)



## Celebrate and donate

Use your birthday, anniversary, bar or bat mitzvah, wedding or any other special occasion to ask friends to donate to help Sydney Children's Hospital, Randwick in lieu of gifts. If it's a work anniversary, you could ask your company to donate on your behalf instead of a gift.

## Sport or games day

Golf, tennis, cricket, touch footy, a fun obstacle course or any other type of fun sporting challenge can be a great way to involve your local community or workplace to help raise much-needed funds.



## Sweepstakes

Create fundraising sweepstakes for sporting events, such as Melbourne Cup or the Ashes.



## Fundraise online

If you're a social (media) butterfly, you can also set up your very own online fundraising page on our website to collect donations to support any fundraising you are doing. It's free and easy to set up. Visit [www.schf.org.au/fundraise/getstarted/event](http://www.schf.org.au/fundraise/getstarted/event).

## Your own idea

Quite often, the wackiest or most unusual fundraising ideas are the best! We'd love to hear about any interesting ideas you have.



# What your money could do



**\$50**

could help provide a child life therapy session for one child or a small group.

**\$200**

could provide materials for a pop-up art workshop in the Hospital.

**\$750**

could buy an oxygen monitor for babies and children in Intensive Care.

**\$1,500**

could fund one genetic testing kit for children with a rare disease who are desperately seeking a diagnosis.

**\$7,000**

could fund a humidifier to deliver crucial oxygen therapy to newborns and children with breathing problems.

**\$12,500**

could fund a defibrillator to save a life in an emergency situation.

**\$25,000**

could fund a starter grant to support an innovative pilot study into a childhood disease to help improve or save lives.

**\$50,000**

could help fund a clinical room in a major new building to help staff deliver the best medical care.

**\$137,000**

could fund a Fellowship. This crucial training helps to build the next generation of leading paediatricians.



## Get others involved!

Working as a team can have a huge impact on your success. Ask your friends, family and colleagues to help you in the planning and preparation of your event, making the best use of what each individual can bring to your organising team or committee.

In 2017, Ben Webster swam, rode and ran 360km non stop from Bondi to Yass in his 'Sharks to Sheep' fundraiser.



*"In the run up to my event I was really busy training in the evenings and weekends. Fortunately I had people around me who could help with fundraising and event logistics which made a huge difference. I'd recommend getting people on-board early as it builds a bit of a support network. Friends, family and even strangers wanted to help me promote myself, give merchandise to use as prizes, arrange collections, support my event planning – all making an impact on the money I raised."*

Ben Webster, Ultra Triathlete and Community Fundraiser

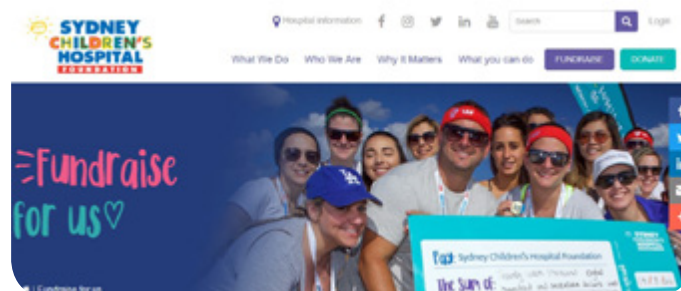
## Fundraise Online

Your online fundraising page can become your most powerful fundraising tool.

Visit [www.schf.org.au/fundraise](http://www.schf.org.au/fundraise) and select 'Create your Own'.

It's easy to set up and won't cost you a thing. It will help you collect money from your supporters online – reducing the time you spend following up and banking cash donations. Plus your supporters can also leave motivational messages and they will automatically receive a receipt.

Use your page to upload your own images and tell your own story. This is a wonderful way to inspire your supporters and share your journey, plus they can help by sharing your page on social media.



# Make some noise



Spreading your fundraising message far and wide will boost your donations and help you gain real momentum. Here's a few ways to help you make a noise! For more information email [fundraising@schf.org.au](mailto:fundraising@schf.org.au)

## Get Social

Keep your network in the loop with regular posts, tweets, training updates and milestones. Ask your friends and family to share your page to help you reach as many people as possible.

## Make the news

Contact your local newspaper to spread the word in your community. We can send you a media release template to help you reach out.

## Be seen and heard

If you need posters to promote your fundraiser beforehand, or materials to capture attention on the day, we have a host of extra resources available. Just let us know what you need!

- Posters
- Stickers
- Balloons
- 'Thank you' certificates
- Collection tins or buckets
- Branded running and cycling tops
- Real stories which can help you talk about the impact your fundraising can make.

### Need more help?

We are here to help you with any guidance and support you need. Please don't hesitate to contact us on **9382 1188** or email [fundraising@schf.org.au](mailto:fundraising@schf.org.au)

## Spread the word

Start off by emailing your contacts with a link to your fundraising page. You can also contact local organisations for support. If your work place or a local business would like to support your event, we can supply you with extra posters or other material. Just let us know.



## Join us!

We'd love you to join our social networks. Please tag us in your updates so we can keep in touch.





# Step by Step Checklist

## 1. Get registered and return your paperwork...

This will ensure you have your Authority to Fundraise and we can provide you with fundraising materials for your event.

## 2. Set up your online fundraising page .....

See tips on page 6 about the easiest and most effective way to raise funds online.

## 3. Choose your fundraising activity .....

If you need some inspiration you can find a range of ideas in this guide. Or sign up for a challenge at [www.schf.org.au/team-kids](http://www.schf.org.au/team-kids)

## 4. Setting the time & place .....

Where and when will your event take place? You'll be surprised by how supportive local venues can be so don't be afraid to ask for a free or heavily discounted deal.

## 5. Hatch a plan.....

Make a list of realistic goals and a timeline at the beginning. This will help things run smoothly and allow time to get others involved.

## 6. Promote your event .....

Once you have registered you will receive some additional materials to help you promote your event.

## 7. Boost your fundraising .....

Raffles, auctions, quizzes and collections are great ways to give your fundraising a boost. Ask us for more information.

## 8. Learn about the fine print .....

Please make sure you review the regulations and legal requirements that might apply to your event.

## 9. Say thank you .....

Saying thank you and sharing the success of your event with your supporters is a great way to finish off your fundraising!

## 10. Collect outstanding donations .....

After the event it's time to cash in pledged donations. It's also a good opportunity to send out that final ask for support.

## 11. Deposit funds .....

Please deposit all funds within 30 days of your event. If there is any reason you can't bank the full amount within 30 days, please let us know.

### Online or in the bank:

Whether you transfer money through your online banking or in the bank itself, please use the details below.

**Bank:** Commonwealth Bank of Australia

**Reference:** Your Authority to Fundraise number

**Account Name:** Sydney Children's Hospital Foundation

**Account BSB:** 062 000

**Account Number:** 1385 5733

### Send us a cheque:

Please make any cheques payable to Sydney Children's Hospital Foundation Pty Ltd. Post them to us at The Community Fundraising Team, Sydney Children's Hospital Foundation, Locked Bag 2005, Randwick NSW 2031

# The Fine Print

## Authority To Fundraise

Before you start, you must register for your Authority To Fundraise. Please visit [www.schf.org.au/fundraise](http://www.schf.org.au/fundraise) to complete your application.

## Terms & Conditions

Depending on the type of event you are running and the ways you will raise funds, additional Terms & Conditions may apply. Please ask the team if this applies to you.

## Insurance and permits

Appropriate local council permits - like for public space use or food handling - are a fundraiser's responsibility to obtain. You may also require Public Liability Insurance as the Sydney Children's Hospital Foundation's insurance does not cover this.

## Logo use & branding

Once we have confirmed your Authority to Fundraise, we will supply you with a 'Proudly Supporting Sydney Children's Hospital Foundation' logo and guidelines on how to use it. Please do not use any other Sydney Children's Hospital, Randwick or Foundation logos.

## Investing money in your event

If you need to spend money to raise funds then be sure you set and track your budget from the beginning. Fundraising regulations state that costs cannot exceed 50% of the money you raise. You need to keep track of expenses as well as the funds you have raised. It's a good idea to include goods and services that have also been donated to you. Ask our Community Fundraising team for a template budget spreadsheet.

## FAQS

### 1. Do I need permission to fundraise?

Yes. Legally anyone collecting funds on our behalf must be registered and have an Authority to Fundraise (ATF). Please email [fundraising@schf.org.au](mailto:fundraising@schf.org.au) to get started.

### 2. Are there any fundraising rules I need to know about?

There are rules for fundraisers to protect you, your donors, and Sydney Children's Hospital Foundation. Take a look at The Fine Print above and let us know if you are unsure about anything. It is important that you keep any expenses low and ensure they do not exceed 50% of your total fundraising.

### 3. What logos and branding can I use?

Once you have registered with us, we will send you our logo and logo guidelines. If you haven't yet received this please email [fundraising@schf.org.au](mailto:fundraising@schf.org.au)

### 4. What does the money go towards?

All funds donated are used to support the Sydney Children's Hospital, Randwick's most urgent needs to deliver the best possible clinical care and groundbreaking research. Some inspiring examples can be found within this guide.

### 5. Will we be covered under the Foundation's public liability insurance?

Unfortunately, no. As a fundraiser you are responsible for obtaining any necessary insurance, permits or licenses. This may include local government permission if you are organising an event in a public space.

### 6. Can Sydney Children's Hospital Foundation attend my event or provide a guest speaker?

Our busy clinicians and nurses are hugely appreciative of any fundraising efforts and can occasionally make themselves available. Patient care must always come first and we are mindful of their limited availability, but if you feel your event would benefit from a guest speaker then please email [fundraising@schf.org.au](mailto:fundraising@schf.org.au)

### 7. How do I deposit the funds I have raised?

See the checklist within this guide for information on how and when to deposit your funds.

Thank you  
for your efforts  
and support!

## Contact us!

We're here to support you every step of the way  
so if you have any questions please get in touch.



Call: 1800 244 537



Email: [fundraising@schf.org.au](mailto:fundraising@schf.org.au)



Go online: [www.schf.org.au/fundraise](http://www.schf.org.au/fundraise)

